The Role of Sustainable Tourism Policy, Destination Management, and Tourist Perceptions towards Sustainable Tourism in Vietnam

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Abstract

This study intends to analyse the relationship between sustainable tourism policy, destination management, tourist perception, and sustainable tourism in Vietnam. The study examines the independent variables of sustainable tourism policy and destination, as well as the perceived benefits and costs of tourism. The study focuses on sustainable tourism development as the dependent variable. Furthermore, the study analysed the influence of the tourist's country of origin. The study employed a quantitative research design and collected data using a survey research strategy. The data was analysed using Smart-PLS. The study indicates that PBT, PCT, and STPDM have a notable influence on SSTD. Furthermore, the moderation of the COO plays a crucial role in the relationship between STPDM and SSTD. The study provides several theoretical and practical implications.

Keywords: Sustainable Tourism, Tourism Policy, Destination Management, Perceived Benefits of Tourism, Perceived Costs of Tourism, Sustainable Tourism Development, Country of Origin, Vietnam.

1. Introduction`

The tourism industry plays a crucial role in boosting a country's economy and has various potential impacts, including promoting cultural understanding, presenting a positive image of society to the global community, and making valuable

socioeconomic contributions to the host country. The COVID-19 pandemic has had a significant impact on the tourism industry in various countries, including Vietnam. According to Figure 1.1, the tourist intake in Vietnam is currently at only 19% of pre-pandemic levels. This suggests a possible absence of effective government recovery strategies, a less conducive environment, and a negative perception of factors related to tourism (Lin et al., 2023).
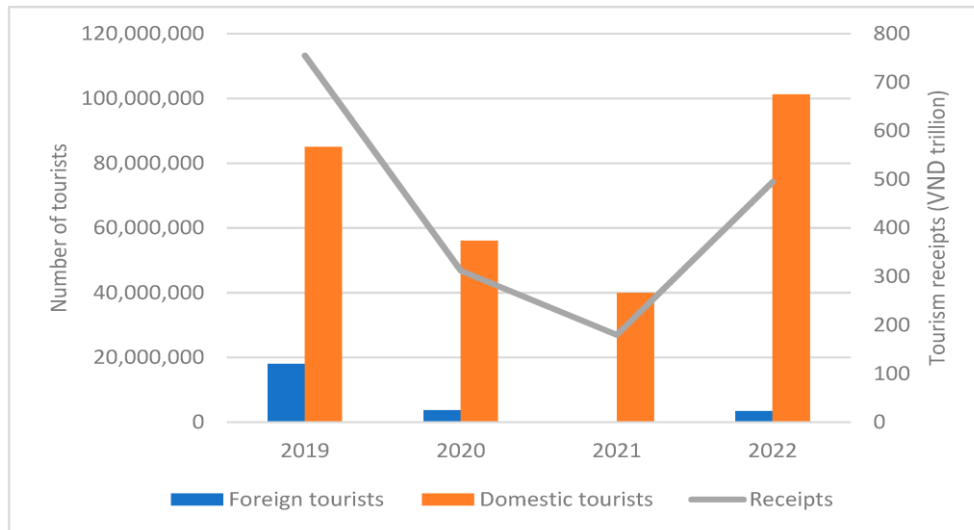

Figure 1.1: Range of tourists who visited Vietnam before, during and after Covid-19

According to Figure 1.1, the tourist intake in Vietnam is currently at only 19% of pre-pandemic levels. This suggests a possible absence of effective government recovery strategies, a less conducive environment, and a negative perception of factors related to tourism (Quang et al., 2022).

Vietnam is currently in the process of developing its tourism industry and managing its destinations. To achieve this, the Vietnamese government has implemented measures to enhance the compatibility of its destination locations. One such measure is the collaboration between Vietnam's National Administration of Tourism Organisation and the national telecommunications group. Together, they are working on updating and designing smart tourism projects throughout the country's destinations (Gretzel, 2022). In Vietnam, the challenges that came before having posed potential barriers to the development of tourism, as shown in Figure 1.2. The country still faces issues such as a shortage of human resources and inadequate accommodation and tourism services.
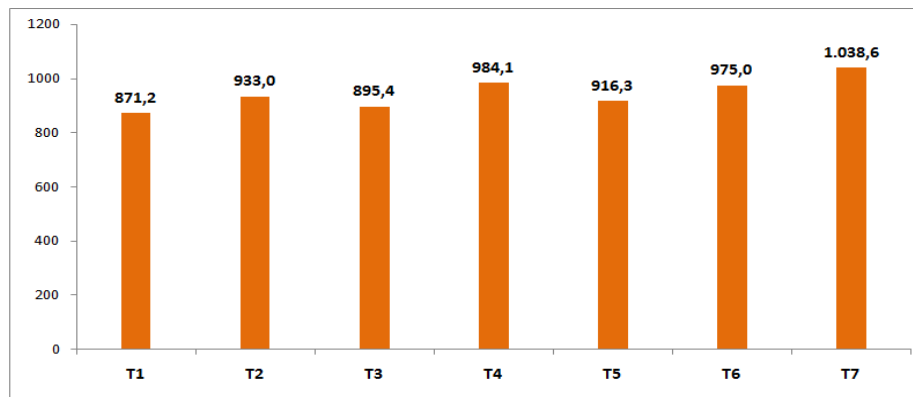
Figure 1.2: Chart of International Tourists intake in Vietnam in 2023

This study aims to provide a comprehensive analysis of the factors influencing the sustainable development of Vietnam's tourism industry. It will examine the role of destination management, tourism policy, tourists' perceived costs and benefits, community support for tourism, and tourists' country of origin. Destination management plays a crucial role in improving the perception of tourists. Destination management achieves this by collecting and evaluating feedback, launching promotional campaigns, and enhancing customer service quality. Additionally, destination management focuses on promoting sustainable tourism and increasing the preference for visiting a particular destination (Salama et al., 2023).

Effective tourism policies covering the benefits to the country's triple bottom line and sustaining tourism practices through incorporated and strictly followed sustainable tourism strategies (Firman et al., 2023), and from the tourists' perspective, policies that will facilitate the tourists in their entire journey as well as the residents of the destination country, will be a big help for the industry in creating a surge in the myriad of sustainable development (Srisawat et al., 2023).

This study seeks to provide valuable insights into the attitudes of tourists in Vietnam and identify the remaining obstacles to sustainable tourism development. It will contribute to the knowledge base for future researchers in this field. This paper offers a comprehensive analysis of tourists' perceptions and the various factors that impact tourism activities in Vietnam. The study will provide practical information on tourists' perspectives on destination management, tourism policy, the role of home countries and local communities, and empirical knowledge for the tourism industry to achieve sustainable development through critical evaluation.

2. Literature Review

This section explores several key factors in the field of tourism, including Sustainable Tourism Policy, destination management, perceived tourism benefits, perceived tourism costs, sustainable tourism development, and tourist country of origin. This chapter examines the effects of sustainable tourism policy and destination management on supporting tourist development. The study additionally examines the impact of perceived tourist benefits and expenses on the endorsement of sustained tourism expansion. This chapter examines the impact of these variables on the growth of sustainable tourism Policy and Destination Management and Sustainable Tourism Development

Efforts in sustainable tourism policy and destination management should prioritise the well-being and economic growth of local communities. Implementing policies that prioritise community engagement, equitable distribution of tourism income, and cultural heritage preservation can significantly amplify the positive impacts of ecotourism on indigenous populations (Lama & Rai, 2021). Tourists play a significant role in fostering the growth of ecologically responsible tourism. Their assessments and actions have a substantial impact on the sustainability of a location. Efforts can be made to foster ethical behaviour among visitors through the implementation of sustainable tourism policies. These policies can include initiatives such as information campaigns, awareness programmes, and incentives for choosing sustainable alternatives (Lee et al., 2021).

Travellers can participate in sustainable activities and excursions that align with their preferences and values, such as ecotourism and cross-cultural encounters, thanks to destination management (Baloch et al., 2023). Government authorities at all levels have a crucial role in promoting sustainable tourism through policy formulation and control (Rasoolimanesh et al., 2023). Stakeholder theory highlights the importance of fostering collaboration and engagement among all stakeholders (Ng et al., 2022). An essential concept in ST is the ability to balance the requirements of multiple stakeholders. This involves achieving a harmonious equilibrium between economic prosperity, environmental preservation, and societal well-being in the realm of sustainable tourism. Sustainable tourism policies aim to achieve mutually beneficial

outcomes for businesses, local communities, and the preservation of cultural and natural resources (Trigo & Silva, 2022).

In addition, Stakeholder theory encourages decision-making that considers long-term considerations. Sustainable tourism strategies and destination management prioritise long-term sustainability over short-term benefits. Efforts include analysing the environmental impact of tourism, establishing sustainable infrastructure, and promoting adaptable tourist activities in response to climate change (Yiu & Cheung, 2021).

H₁: *Sustainable tourism policy and destination management have a positive impact on sustainable tourism development.*

Perceived Benefits of Tourism and Sustainable Tourism Development

The SET framework offers a valuable approach to analysing the role of perceived tourism benefits in fostering sustainable tourism development. It implies that people engage in social activities with the aim of reaping advantages while being cost-effective (Han et al., 2023). The tourism industry relies on a complex network of interactions between tourists, local inhabitants, and the natural environment. These interactions play a crucial role in determining the industry's long-term sustainability (Rhama, 2022).

Travellers have specific expectations when they embark on a journey, seeking experiences and rewards that will influence their travel decisions. These perceived advantages encompass various aspects, including cultural enrichment, relaxation, adventure, and personal growth. SET suggests that travellers carefully evaluate the advantages and disadvantages of different travel options, taking into account both the financial and emotional implications (Eletxigerra, Caldeira, & Kastenholz, 2023). When tourists weigh the benefits of their vacation against the costs, they are more inclined to engage in sustainable practices. Guests who prioritise a pristine natural environment are more inclined to support eco-friendly hotels and actively engage in conservation initiatives (Ramkissoon, 2023). If a traveller desires genuine cultural experiences, they can engage with local artisans and fully immerse themselves in the local culture. This not only enriches their own experience but also contributes to the preservation of cultural heritage in the long run (Kastenholz & Gronau, 2022).

H₂: *Perceived benefits of tourism have a positive impact on sustainable tourism development.*

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2.1 Perceived Costs of Tourism and Sustainable Tourism Development

Researchers commonly refer to the positive effects of tourism as "benefits" and the negative consequences as costs (An, Moon, & Norman, 2021). Tourism has fostered widespread engagement in cultural activities for both locals and visitors, while also cultivating a strong sense of communal pride among the indigenous population (Ramkissoon, 2023). Researchers have often explored the viewpoints of residents regarding the advantages and disadvantages of tourism. This investigation typically takes place within the framework of community attachment, which is a metric designed to assess the sentiments of local citizens towards their own regions (Bhat & Majumdar, 2021). If the residents perceive that the costs of the development outweigh the benefits, they are more inclined to oppose it. Many scholars in the field of tourism consider benefits and costs to be important factors that shape development support. They argue that community connection and environmental perspectives play a crucial role in strengthening their theoretical frameworks (Gannon, Rasoolimanesh, & Taheri, 2021). On the other hand, the perception of cost has a minimal and insignificant impact on the support of local citizens towards the sustainable development of tourism (Ganji, Johnson, & Sadeghian, 2021).

To further elaborate on this conclusion, it is essential to acknowledge the multifaceted nature of local perspectives on sustainable tourist development. The impact of perceived advantages in cultivating support is significant, whereas the influence of perceived costs is relatively small and does not significantly sway the resident viewpoint in favour of development projects of this nature (Al-Ansi et al., 2021).

H₃: *There is a significant relationship between residents' perceived costs of tourism and sustainable tourism development.*

2.2 Moderation of Country of Origin of Tourist

Community empowerment plays a crucial role in facilitating the successful initiation and long-term maintenance of sustainable tourism projects within the local community. The robust backing from residents has greatly contributed to the success of tourism initiatives in the area. The importance of community empowerment in sustainable tourism programmes cannot be overstated (Luu, 2021). Travel preferences

can vary based on the economic background of tourists. Visitors from economically developed countries often look for distinct cultural experiences and are more inclined towards sustainable tourism. On the other hand, tourists from developing economies tend to prioritise budget-friendly travel and may have different expectations for their travel experiences (Tavitiyaman et al., 2021). Tourists may hold varying perspectives on the authenticity and cultural sensitivity of a destination. Certain visitors may have a preference for seeking genuine cultural experiences and contributing to community-based tourism initiatives that uphold local traditions and heritage (Olya & Han, 2023).

Previous research has emphasised the significance of the involvement, assistance, positive attitude, and active participation of residents in programmes aimed at promoting Sustainable Tourism Development (STD). Many researchers in the field of tourism have extensively studied the opinions of residents towards tourism in various regions across the globe, including Asia, Australia, North America, Africa, and Europe (Chen & Wu, 2021). The origin of visitors to a website holds significant contextual value. This matter adds complexity to the connection, as travellers from different countries may have varying travel intentions, habits, and impacts on host communities. International travellers often have varying reasons for their trips and exhibit different behaviours once they arrive at their destination (Trupp et al., 2022).

Previous studies in the field of tourism have primarily examined the categorization of emotions based on their positive or negative nature. However, our research expands on this by adopting a more comprehensive approach to understanding the intricate relationship between country of origin, emotions, and evaluations of products. The relationship between residents' perceptions of tourism's impact on them and their support for STD is not consistent; it fluctuates depending on the circumstances (Moraru et al., 2021). The impacts experienced by host communities can vary depending on the intentions and activities of tourists. Visitors who possess a keen awareness of cultural nuances and a genuine curiosity for authentic experiences can significantly contribute to the preservation and enrichment of local culture and history (Fan et al., 2022). The following hypothesis can be proposed:

H4: *The country of origin of tourists moderates the relationship between sustainable tourism policy destination management and sustainable tourism development.*

H₅: *The country of origin of tourists moderates the relationship between perceived benefits of tourism and sustainable tourism development.*

H₆: *The country of origin of tourists moderates the relationship between perceived costs of tourism and sustainable tourism development.*

Remarkably, prior studies have paid scant regard to the moderating effect being examined. There is a notable lack of research regarding the specific connections between these factors. Due to limited research on the intricacies of this moderating effect, there exists a notable gap in knowledge within the field. There is a clear need for further research on the complex dynamics of this relationship, as it could offer valuable insights into the role of country of origin in tourism decision-making.
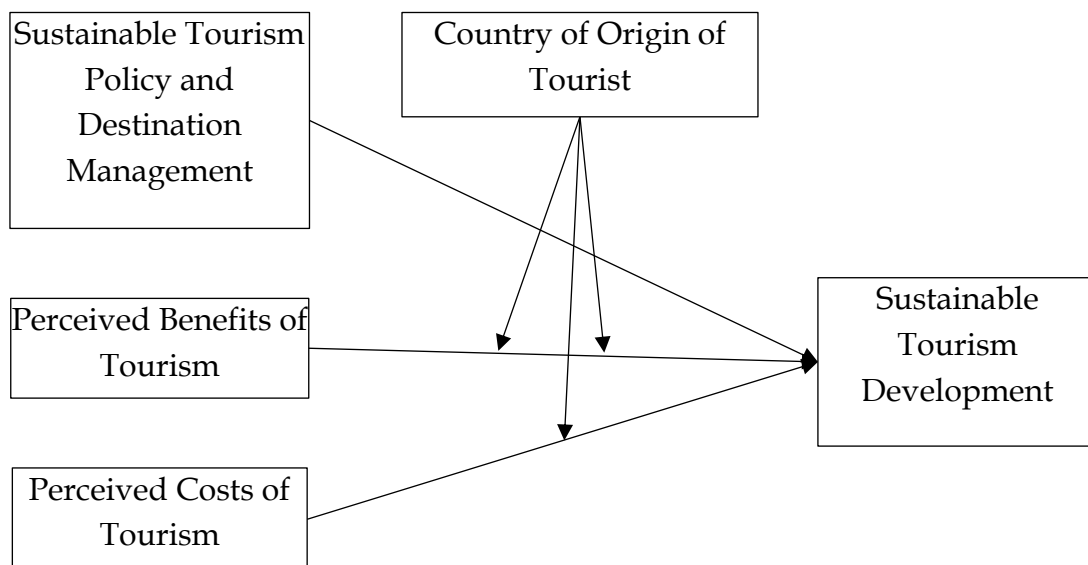
Figure 2.1: Research Framework

3. Method

This study employs a quantitative research method, yielding measurable findings. The study has employed a deductive research approach and a positivist research philosophy, as these methodological choices were in line with the study's objectives. The study employed a survey-based questionnaire to collect data. The study focused on international tourists who visited various sites in Vietnam. The researcher in this study has developed a questionnaire using scales previously used by scholars. The questionnaire includes items that are relevant to measuring the

constructs in line with the framework of the current study. Furthermore, the researcher has considered ethical considerations. The participants were informed about the research purpose, and their consent was obtained for data collection. The researcher also ensured the confidentiality of participant responses, enhancing the reliability and credibility of the data collected.

3.1. Measures

The researcher used a 5-point Likert scale, ranging from strongly disagree to strongly agree, to assess the study's variables. In addition, the study utilised and adjusted the research scale based on previous studies that have undergone verification and validation. The following section discusses the measurement scales adopted in the study.

- *Sustainable tourism policy and diversity management:* It is measured with a 17-items scale originally developed by Goffi and Cucculelli (2019). This scale was recently used by Khan et al. (2021).

- *Perceived benefits of tourism:* It has been analyzed using a 7-items scale developed by Su, Swanson, and He (2020), and recently utilized by Vinerean et al. (2021).

- *Perceived costs of tourism:* This variable was measured by a 3-items scale originally developed by Nunkoo and Ramkissoon (2011); it has been recently adopted by Lee (2013) and Vinerean et al. (2021).

- *Country of origin of tourists:* It was measured by a 7-items scale developed by Mohd Yasin, Nasser Noor, and Mohamad (2007). This scale was recently utilized by Valentina (2023).

- *Sustainable tourism* development*:* This variable was measured by a 6-items scale originally developed by Eslami et al. (2019). It was recently used by Khan et al. (2021).

4. Results

4.1. Reliability Analysis

The study has utilised various measures, such as Cronbach alpha reliability, convergent validity, and discriminant validity, to analyse the reliability of the dataset.

According to Taber (2018), the alpha cut-off value exceeds 0.70. Convergent validity is assessed through the evaluation of two key components: composite reliability and the average variance extracted. As stated by Azlis-Sani, Dawal, and Zakuan (2013), it is recommended that the composite reliability exceed 0.5 and the average variance extracted be higher than 0.7. The reliability analysis results presented in Table 4.1 demonstrate the reliability of the statistical data set used in this study.

Table 4.1: Reliability Analysis

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
COO	0.926	0.934	0.941	0.693
PBT	0.931	0.937	0.944	0.705
PCT	0.654	0.672	0.81	0.588
SSTD	0.951	0.951	0.968	0.91
STP DM	0.907	0.915	0.921	0.515

Note: "COO= country of origin, PBT= perceived benefits of tourism, PCT= perceived costs of tourism, SSTD= sustainable tourism development, STPDM= sustainable tourism policy destination management."

4.2. Validity Analysis

The study has utilised a criterion developed by Fornell and Larcker in 1981 to assess the validity of the data set. This technique is widely recognised and commonly employed for analysing discriminant validity in research studies. Based on Fornell and Larcker's criterion, discriminant validity is established in research when the latent constructs show a greater amount of variance in the relevant variable's indicator compared to the variance shown by other variables in the study's model (Shiu et al., 2011). The results of the validity analysis are presented in Table 4.2. Discriminant validity was found according to Fornell and Larcker's criterion.

Table 4.2: Validity Analysis

	COO	PBT	PCT	SSTD	STPDM
COO	0.833				
PBT	0.521	0.84			
PCT	0.271	0.218	0.767		
SSTD	0.621	0.368	0.267	0.954	
STPDM	0.132	0.151	0.099	0.209	0.718

Note: "COO= country of origin, PBT= perceived benefits of tourism, PCT= perceived costs of tourism, SSTD= sustainable tourism development, STPDM= sustainable tourism policy destination management."

4.3. HTMT

In addition, the study utilised the HTMT criterion to further validate the presence of discriminant validity. Ab Hamid, Sami, and Sidek (2017) state that an HTMT value below 0.90 suggests the presence of discriminant validity. The results of HTMT in Table 4.3 indicate statistical significance.

Table 4.3: HTMT criterion

	COO	PBT	PCT	SSTD	STPDM
COO					
PBT	0.556				
PCT	0.344	0.281			
SSTD	0.649	0.383	0.333		
STPDM	0.135	0.162	0.148	0.213	

Note: "COO= country of origin, PBT= perceived benefits of tourism, PCT= perceived costs of tourism, SSTD= sustainable tourism development, STPDM= sustainable tourism policy destination management."

4.4. Outer Loadings

It is important to carefully analyse the external loadings of the observed variables in the study, particularly within the framework of structural equation modelling (SEM). The study's outer loadings, as reported by Kamis et al. (2020), demonstrate a level of significance above 0.60. The results of the outer loadings are displayed in Table 4.4. This study utilised a set of 7 items to measure COO, while PBT

was assessed using 7 items. PCT, on the other hand, was measured using 3 items, while SSTD and STPDM were both measured using 3 and 11 items, respectively.

Table 4.4: Outer loadings

	COO	PBT	PCT	SSTD	STPDM
COO1	0.81				
COO2	0.822				
COO3	0.836				
COO4	0.842				
COO5	0.857				
COO6	0.828				
COO7	0.831				
PBT7		0.887			
PBT1		0.802			
PBT2		0.819			
PBT3		0.81			
PBT4		0.852			
PBT5		0.845			
PBT6		0.861			
PCT1			0.825		
PCT2			0.753		
PCT3			0.719		
SSTD1				0.949	
SSTD2				0.959	
SSTD3				0.955	
STPDM10					0.735
STPDM11					0.696
STPDM13					0.783
STPDM14					0.752
STPDM15					0.731
STPDM16					0.684
STPDM2					0.687
STPDM3					0.683
STPDM7					0.723
STPDM8					0.685
STPDM9					0.731

Note: "COO= country of origin, PBT= perceived benefits of tourism, PCT= perceived costs of tourism, SSTD= sustainable tourism development, STPDM= sustainable tourism policy destination management."
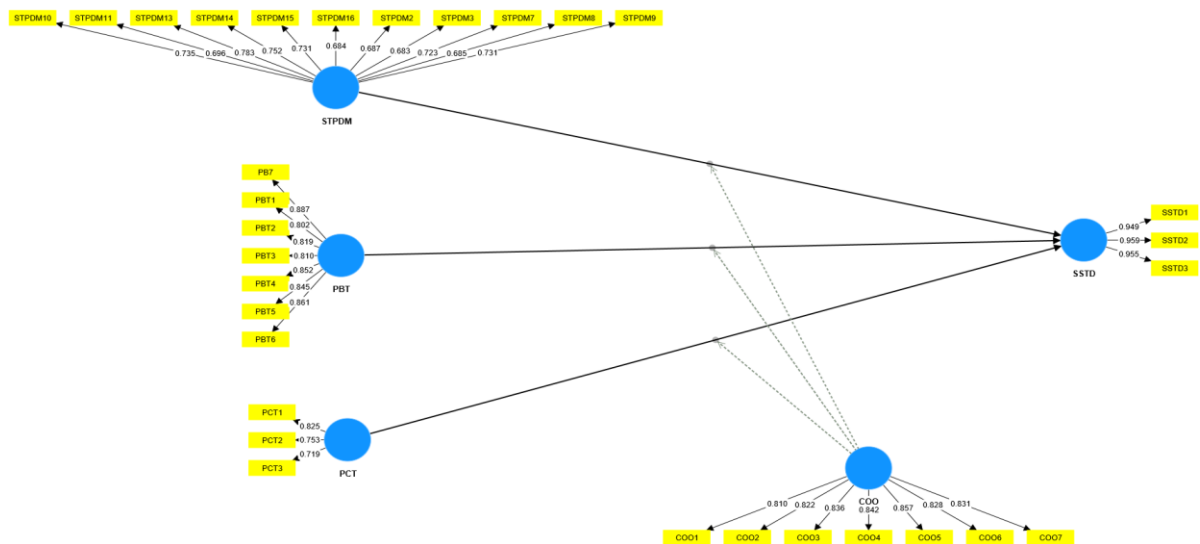
Figure 4.1: Measurement Model of study after factor loadings

4.5. R-square

The R-square value indicates the extent to which the predictors in the study contribute to the dependent constructs in the measurement model. The findings in Table 4.5 indicate a contribution variance of 41.7%.

Table 4.5: R-square

	R-square	R-square adjusted
SSTD	0.417	0.404

4.6. Model Fitness

The researcher utilised various measures, such as SRMR, d_ULS, d_G, Chi square, and NFI, to analyse the measurement model of the study using Smart PLS. Table 4.6 presents the results of the measurement model's fit measures. The results of the measurement's model fit measures in Table 4.6 indicate that the model used in the present study is a good fit.

Table 4.6: Model fitness

	Saturated model	Estimated model
SRMR	0.055	0.055
d_ULS	1.518	1.519
d_G	0.636	0.638
Chi-square	1132.626	1137.466
NFI	0.832	0.831

4.7. Hypotheses Testing

The study utilises structural equation modelling to examine the established structural relationships, specifically the hypotheses of the study. The study found support for the hypotheses at various levels of significance, specifically p-values less than 0.09, 0.05, and 0.01. The results of the hypothesis testing are presented in Table 4.7 below. Results have indicated that PBT has a significant and positive impact on SSTD with a t-value= 1.77 and p-value 0.07. The association between PCT and SSTD is significant with a t-value= 2.36 and p-value 0.01. STPDM has a significant and positive effect on SSTD with a t-value= 3.80 and p-value 0. Moreover, it was found that moderation of COO is insignificant on the association between PCT and SSTD with a t-value= 1.26 and p-value 0.20, COO significantly moderates the association between STPDM and SSTD with a t-value= 2.56 and p-value 0.01, and lastly, the moderation of COO was found to be insignificant on the relationship between PBT and SSTD with a t-value= 0.87 and p-value 0.38.

Table 4.7: Hypotheses Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
PBT -> SSTD	0.082	0.082	0.046	1.773	0.076
PCT -> SSTD	0.096	0.097	0.041	2.368	0.018
STPDM -> SSTD	0.147	0.15	0.039	3.803	0
COO x PCT -> SSTD	-0.041	-0.041	0.032	1.268	0.205
COO x STPDM -> SSTD	-0.103	-0.099	0.04	2.562	0.01
COO x PBT -> SSTD	0.029	0.031	0.033	0.875	0.382

Note: "COO= country of origin, PBT= perceived benefits of tourism, PCT= perceived costs of tourism, SSTD= sustainable tourism development, STPDM= sustainable tourism policy destination management."

5. Discussion

5.1. Findings of the Study

The primary objective of the study was to analyse the relationship between sustainable tourism policy, destination management, and tourists' perceptions of sustainable tourism. The researchers conducted this study within the framework of the tourism industry in Vietnam. The variables examined in

the study encompassed sustainable tourism policy, destination management, perceived benefits and costs of tourism, sustainable tourism development, and the country of origin of tourists. The researcher has developed hypothetical assumptions to analyse the observed relationships between the variables in the study. These assumptions have been discussed in Chapter 2 and analysed in Chapter 4 of the study. In this section, the study findings are thoroughly examined and analysed.

One of the hypotheses put forth in the study suggests that "sustainable tourism policy and destination management" can contribute positively to the development of sustainable tourism. Based on the significant p-value, the researchers accepted the hypothesis. A study conducted by Khan et al. (2021) backs the findings in question. Improving sustainable tourism policy and destination management leads to enhanced practices of sustainable tourism development. In addition, Font et al. (2023) highlighted the growing concerns surrounding destination management and its role in effectively implementing sustainable policies, strategies, and practices to promote sustainable tourism.

The study's second hypothesis states that the "perceived benefits of tourism have a positive effect on sustainable tourism development". The study has found support for this hypothesis, suggesting that the perceived benefits of tourism have a significant impact on the sustainable development of tourism. The research conducted by Nugroho and Numata (2022) supports the findings of this study. The study has revealed that the perceived benefits of tourism play a significant role in enhancing the sustainable development of the tourism industry.

The 3rd hypothesis of the study was, "There is a significant relationship between residents perceived costs of tourism and their level of support for sustainable tourism development". The findings of this study confirm and support the hypothesis. Vinerean et al. conducted a study in 2021 that backs the findings. This study examines the various impacts of perceived costs associated with sustainable tourism, both positive and negative. The impact on sustainability practices and initiatives in the tourism industry is significant.

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The study has analysed the motivation of tourists based on their country of origin. To do this, the researcher has formulated three indirect hypotheses for the study. The 4th hypothesis of the study was, "The country of origin of tourists moderates the relationship between sustainable tourism policy destination management and sustainable tourism development". The fourth hypothesis was not supported and therefore rejected in this study. This hypothesis may be subject to rejection due to contextual factors in the study. The study has employed a broad target population and a smaller sample size, which may explain the insignificance of this hypothesis. However, if the researcher has used a larger sample size, this hypothesis is likely to produce significant results.

The 5th hypothesis of the study was, "The country of origin of tourists moderates the relationship between perceived benefits of tourism and sustainable tourism development". The accepted hypothesis suggests that the country of origin of tourists plays a significant role in the relationship between perceived tourism benefits, tourists' perceptions of tourism in Vietnam, and the country's sustainable tourism development. The findings of this study are consistent with previous research conducted by Anfossi (2023), Baloch et al. (2023), and Khan et al. (2021). Previous studies have shown that the country of origin of tourists influences how individuals perceive and behave towards specific tourism destinations. Tourists from various countries bring with them diverse backgrounds, cultures, norms, and values, all of which influence their perceptions and behaviours towards tourism and the destination of the tour. It was discovered that the nationality of a tourist plays a crucial role in the connection between the perceived advantages of tourism and the implementation of sustainable practices and sustainable development in the tourism sector.

And lastly, the 6th hypothesis of the study was, "The country of origin of tourists moderates the relationship between perceived costs of tourism and sustainable tourism development". The study did not provide support for this hypothesis. Contextual factors, potential difficulty for respondents in understanding the questions related to this construct, or the limited sample size led to the rejection of the hypothesis.

6. Conclusion

In conclusion, this study has analysed the roles of sustainable tourism policy, destination management, and the perceptions of tourists towards sustainable tourism in the tourism industry of Vietnam. The study emphasises the significance of implementing sustainable practices in tourism policies and destination management to foster the growth of our sustainable tourism industry. Additionally, the study highlights the significance of the perceived cost of tourism in relation to sustainable tourism development. Furthermore, the examination of tourists' country of origin contributes to the uniqueness of the study and reveals that the ongoing origin of tourists has a substantial influence on the relationship between perceived tourism benefits and sustainable tourism development.

5.3. Implications of the Study

This study is of significant theoretical and practical significance. The study contributes to the existing literature by examining various aspects related to sustainable tourism. These include sustainable tourism policy and destination management, perceived benefits and costs of tourism, sustainable tourism development, and the influence of the country of origin. This study holds great importance both in theory and practice. This study adds to the current body of research by analysing different facets associated with sustainable tourism. The topics covered encompass sustainable tourism policy and destination management, the perceived benefits and costs of tourism, sustainable tourism development, and the impact of the country of origin.

The study offers valuable insights and guidance to stakeholders in the tourism sector and policymakers in Vietnam. It aims to promote sustainable practices and develop strategies for sustainable development in the tourism industry. The study proposes that managers of tourism agencies and organisations should prioritise the adoption of sustainability practices and the implementation of destination management. Research has found these principles highly effective in promoting sustainability. In addition, sustainability in the tourism industry would be a crucial factor to consider in the decision-making process.

5.4. Limitation and Future Directions

In addition to the extensive scope of the study, it is important to acknowledge certain limitations in the present research. The present research has limited its methodological options to quantitative research design and has overlooked qualitative aspects. Furthermore, the study has employed a small sample size. Additionally, the study's findings have limited generalizability and applicability. The study focuses specifically on the tourism sector, making the findings relevant only to this industry. Additionally, the findings are specific to the context of Vietnam, further narrowing their applicability. Additionally, the study employed a cross-sectional research framework, allowing the researcher to gather data within a specific timeframe.

To address these limitations, the researcher has proposed recommendations for future researchers. It is advisable to employ a mixed-methods research design to gather and analyse data from both qualitative and quantitative perspectives. This approach will offer a comprehensive understanding of the study. Conducting interviews with tourism industry experts and other stakeholders can provide valuable insights into their perspectives, experiences, and knowledge. Future researchers should consider analysing the sustainable development of other industries, such as the construction and manufacturing sectors. It is also recommended that they conduct their studies in different geographical regions, such as Africa, the USA, and the UK. Future researchers should employ a longitudinal research framework and gather data at various time intervals to assess the accuracy, reliability, and validity of the dataset.

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Appendix – 1

Sustainable tourism policy and diversity management	Items
STDPDM1	"Public sector commitment to minimizing the negative environmental impacts of tourism."
STDPDM2	"Importance of integrated approach to tourism planning."
STDPDM3	"Political commitment to tourism."
STDPDM4	"Public sector commitment to minimizing the negative social impacts of tourism on the local community."
STDPDM5	"Importance of environment compatible approach to tourism development planning."
STDPDM6	"Emphasis on community participatory process in tourism planning."
STDPDM7	"Cooperation between public and private sector for local tourism development."
STDPDM8	"Collaboration among public sector units for local tourism development."
STDPDM9	"Stewardship of the natural environment."
STDPDM10	"Promotion of partnerships between public and private stakeholders."
STDPDM11	"Tourist destination communication."
STDPDM12	"Effectiveness of destination management structure."
STDPDM13	"Public sector commitment to tourism/hospitality education and training."
STDPDM14	"Effectiveness in crafting tourism experiences."
STDPDM15	"Tourism impacts management and monitoring."
STDPDM16	"Tourist guidance and information."
STDPDM17	"Promotion of partnerships among local tourist businesses."
Perceived benefits of tourism	
PBT1	"Tourism generates substantial income for my city."
PBT2	"The number of jobs in my city has increased due to the development of tourism."
PBT3	"As a resident of this city, I believe that personal income has increased due to the development of tourism."
PBT4	"Tourism development improves the quality of local services."
PBT5	"Tourism encourages a variety of cultural activities for residents, including theatre shows, music events, ..."
PBT6	"Those who live in this community understand different cultures and people, due to the tourism in this area."
PBT7	"In my local community there are a variety of shopping options."
Perceived costs of tourism	
PCT1	"Tourism leads to an increase in environmental pollution."
PCT2	"Tourism leads to an increase in prices of goods and services."
PCT3	"Tourism leads to an increase in the price of land and property."
Country of origin of tourists	
COO1	"The country from which brand X originates is a country that is innovative in manufacturing."

COO2	"The country from which brand X originates is a country that has high level of technological advance."
COO3	"The country from which brand X originates is a country that is good in designing."
COO4	"The country from which brand X originates is a country that is creative in its workmanship."
COO5	"The country from which brand X originates is a country that has high quality in its workmanship."
COO6	"The country from which brand X originates is a country that is prestigious."
COO7	"X originates from a country that has an image of advanced country."

Sustainable tourism development

STD1	"Promotion of partnerships among local tourist businesses."
STD2	"Cultural exchanges between natives and visitors."
STD3	"Promotion of environmental education and conservation."
STD4	"Tourism planning initiatives to develop local economy and local employment."
STD5	"Regulatory environmental standards to reduce the negative impacts of tourism."
STD6	"Tourism planning and development initiatives to promote local products."